

Creative Placemaking:
Artistry,
Community Engagement
&
Commerce



Andrew Dixon

“Broker of Ambition”



Angel of the North - 1998





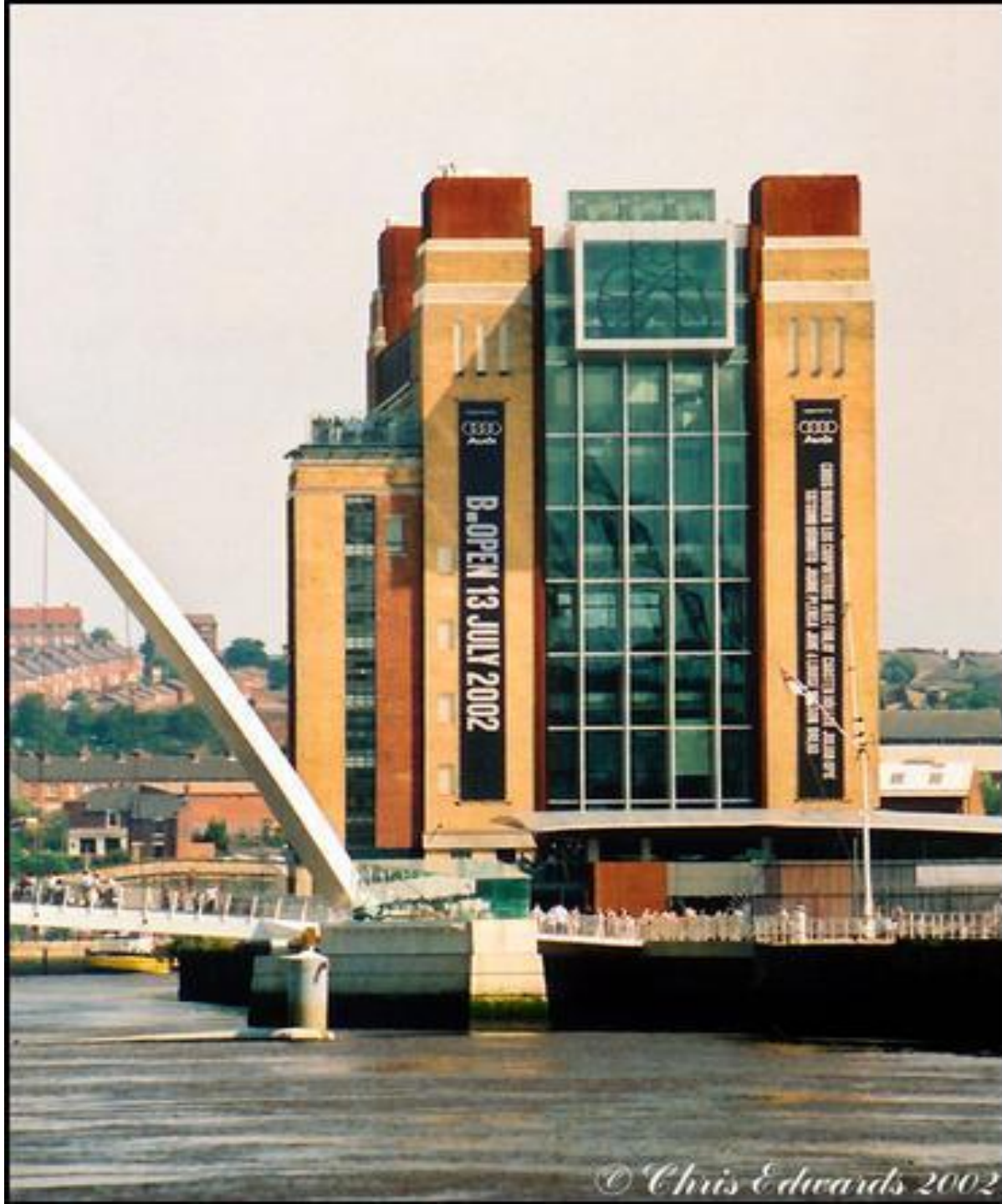












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Tees Valley Giants

Tenemos (2.7M, 110m x 50m)





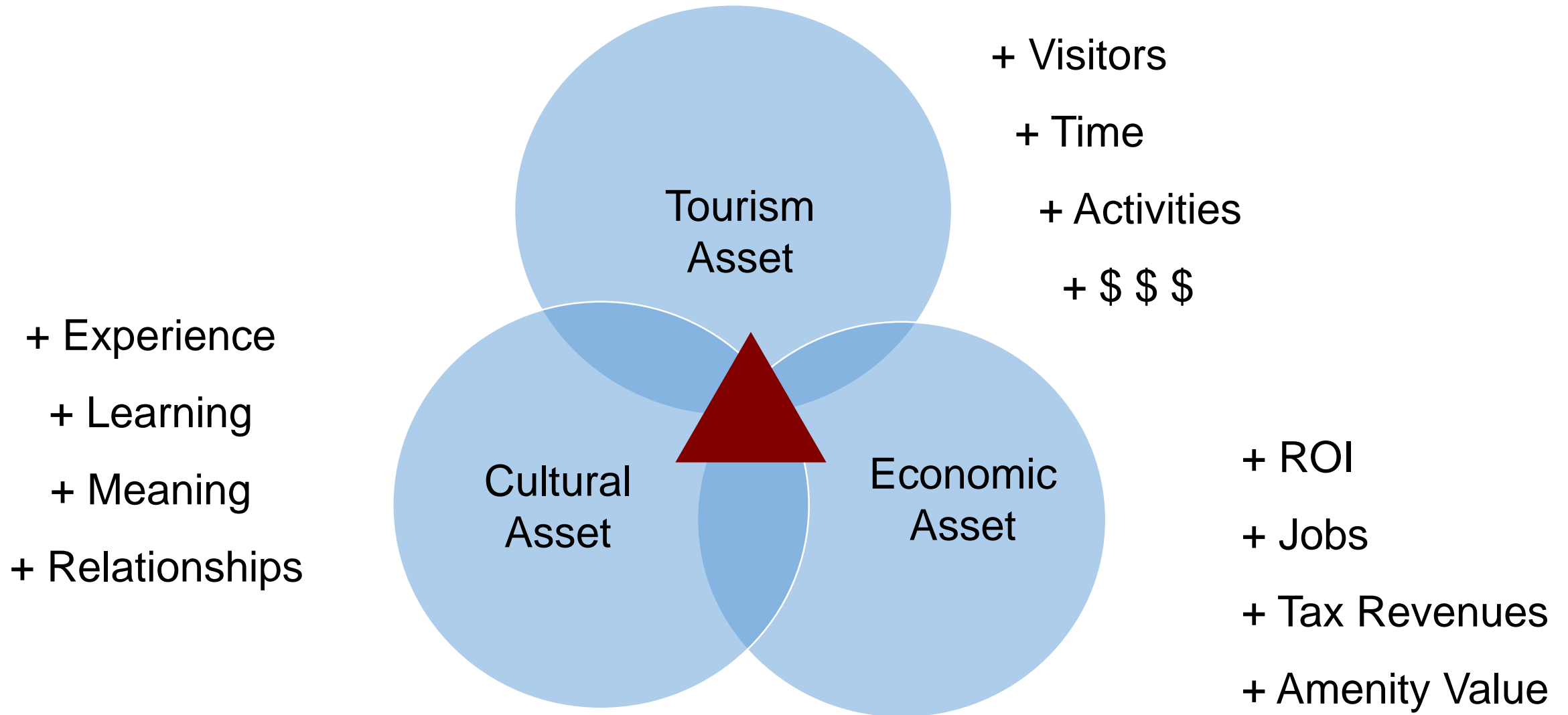
Tees Valley Regeneration

The **largest public art initiative the world has ever seen** has been launched by Tees Valley Regeneration...which is **symbolic of its aspiration and commitment to enhance the way the Tees Valley is viewed and experienced.**

Tees Valley Giants will be a series of five world-class art installations by internationally acclaimed sculptor Anish Kapoor and leading structural designer Cecil Balmond, of Arup. Their works can be seen in prominent locations around the globe including New York, Chicago and Beijing.

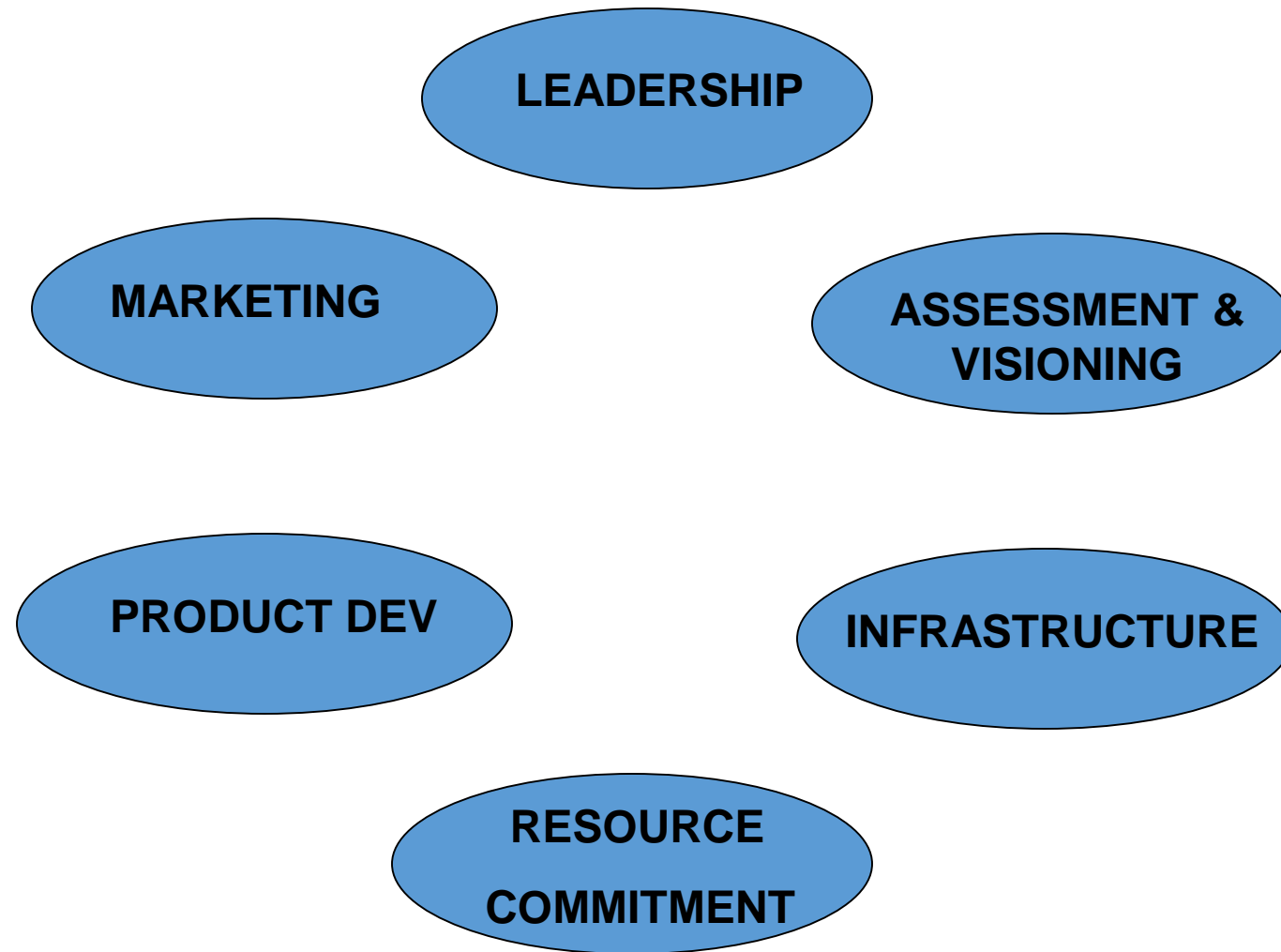
'Temenos will put the Tees Valley and wider region firmly on the map by **demonstrating its long term vision and ambition.**

Indicators that a Cultural Asset



Has Sustainable Tourism Value

How to Create Value in Cultural Tourism that can be Sustained



Thank You!